Author: Susan Philpot at BWLFLDSALES
Date: 5/5/95 11:10 AM
Priority: Normal
TO: #General Letters- Field Sales
TO: MARIE PETERSON
Subject: C-1092 - PRICE INCREASE

---------- Message Contents ----------

THE FOLLOWING CUSTOMER NOTICE WAS SENT TODAY:
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MAY 5, 1995
C #1092

TO: ALL OUR DOMESTIC DIRECT BUYING CUSTOMERS

PRICE INCREASE

Effective immediately, the list price of the following cigarette brands is increased as follows:

	Increase Per Thousand	New Price Per Thousand
BARCLAY, BELAIR, CAPRI, CARLTON, KOOL, LUCKY STRIKE, MALIBU, PALL MALL, RALEIGH, SILVA THINS, TALL and TAREYTON	$1.50	$57.45
AMERICAN, CROWNS (where available), GPC, MISTY, MONTCLAIR, RALEIGH EXTRA, RICHLAND, RIVIERA, SPECIAL 10'S (where available), and VICEROY	$1.50	$43.95

The list prices for all AVA brands (PRIME, PRIVATE STOCK and SUMMIT) (where available) are increased by $1.50 per thousand.

All orders received after your cutoff time on Thursday, May 4, will be shipped on or after Monday, May 8, and will be invoiced at the new prices. Future-dated orders for shipment on or after Monday, May 8, will also be invoiced at the new prices.

To allow an orderly price adjustment to your customers, we are pleased to announce that we will issue a credit memorandum for the difference between the new and old prices, less 3.25% discount, covering two weeks' average purchases.

This credit memorandum will be based on your purchases for the four-week period April 3 through April 28, and will be issued as soon as practicable.

We appreciate your efforts in the marketing of our products.

Sincerely,

Brown & Williamson Tobacco Corporation

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Source: https://www.industrydocuments.ucsf.edu/docs/xmwj0004